



WKMG

ORDER

Print Date 08/31/12

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Flight Dates 09/04/12-09/12/12

Contract / Revision

257682 /

Product

RPOF/HUK, GAE, GARD.

Original Date / Revision

08/30/12 08/31/12

Agency Com 15%

Billing Contact

Advertiser POL/RPOF 3 PACK//R/STR/F

600 Fairmount Ave., Ste 306
Towson, MD 21286-1002

Agency Mentzer Media Services

Buying Contact Elise Cloyd

600 Fairmount Ave., Ste 306
Towson, MD 21286-1002

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1959

Alt Order # 06297691

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL GEN

Product Codes PL-Candidate

Priority LUR

Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 17135

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	22	\$14,564.75	\$17,135.00	0.00
Totals	22	\$14,564.75	\$17,135.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/12/12	22	\$14,564.75	\$17,135.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals SpotsAmount	
E 1	WKMG	09/10/12	09/12/12	11-12p Price Is Right Price Is Right	CM	11a-12p	MTW----	:30	3	\$350.00	LUR	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/10/12	09/16/12	MTW----		3			\$350.00			0.00			
E 2	WKMG	09/07/12	09/07/12	News at 6p News at 6p	CM	6-630p	----F--	:30	1	\$225.00	LUR	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/03/12	09/09/12	----F--		1			\$225.00			0.00			
E 3	WKMG	09/07/12	09/09/12	M-SU 11p News M-SU 11p News	CM	11-1135p	----FSS	:30	3	\$600.00	LUR	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/03/12	09/09/12	----FSS		3			\$600.00			0.00			
E 4	WKMG	09/11/12	09/11/12	Tue Prime 8p NCIS	CM	8-9p	-T-----	:30	1	\$2,400.00	LUR	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKMG	09/11/12	09/11/12	Tue Prime 8p NCIS	CM	8-9p	-T-----	:30	1	\$2,400.00	LUR	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-T-----		1				\$2,400.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WKMG	09/10/12-09/16/12		Tue Prime 8p		8-9p	-T-----	:30		(\$2,400.00)		0.00	NM		
See MG 5.3,5.4,5.5															
E 5	WKMG	09/11/12	09/11/12	Tue Prime 9p NCIS:LA	CM	9-10p	-T-----	:30	1	\$2,300.00	LUR	0.00	NM	3	\$4,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-T-----		1				\$2,300.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WKMG	09/10/12-09/16/12		Tue Prime 9p		9-10p	-T-----	:30		(\$2,300.00)		0.00	NM		
See MG 5.3,5.4,5.5															
3	WKMG	09/07/12-09/07/12		Fri Prime 9p		9-10p	-----F----	:30		\$4,000.00		0.00	NM		
Ⓜ MG for 4.2,5.2															
4	WKMG	09/10/12-09/12/12		Local 6 News 12-1230p		12-1230p	MTW-----	:30		\$400.00		0.00	NM		
Ⓜ MG for 4.2,5.2															
5	WKMG	09/10/12-09/12/12		2-3p The Talk		2-3p	MTW-----	:30		\$300.00		0.00	NM		
Ⓜ MG for 4.2,5.2															
6	WKMG	09/07/12	09/07/12	Fri Prime 10p Blue Bloods	CM	10-11p	----1--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----1--		1				\$2,000.00		0.00			
7	WKMG	09/09/12	09/09/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$390.00	P-2	0.00	NM	1	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----1		1				\$390.00		0.00			
8	WKMG	09/09/12	09/09/12	Face The Nation Face The Nation	CM	1030-11a	-----1	:30	1	\$475.00	P-2	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----1		1				\$475.00		0.00			
9	WKMG	09/09/12	09/09/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----1	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----1		1				\$2,250.00		0.00			
10	WKMG	09/09/12	09/09/12	Sun Prime 9-10p Good Wife	CM	9-10p	-----1	:30	1	\$1,170.00	P-2	0.00	NM	1	\$1,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----1		1				\$1,170.00		0.00			
11	WKMG	09/10/12	09/10/12	11-12p Price Is Right Price Is Right	CM	11a-12p	1-----	:30	1	\$325.00	P-2	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	1-----		1				\$325.00		0.00			
12	WKMG	09/10/12	09/10/12	News at 6p News at 6p	CM	6-630p	1-----	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	1-----		1				\$275.00		0.00			
13	WKMG	09/10/12	09/10/12	M-F 11p News M-F 11p News	CM	11-1135p	1-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
13	WKMG	09/10/12	09/10/12	M-F 11p News M-F 11p News	CM	11-1135p	1-----	:30	1	\$600.00	P-2	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/10/12	09/16/12	1-----	1			\$600.00	0.00					
N 17	WKMG	09/10/12	09/12/12	News at 6p News at 6p	CM	6-630p	MTW----	:30	3	\$225.00	LUR	0.00 NM	2	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/10/12	09/16/12	MTW----	3			\$225.00	0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WKMG	09/10/12-09/16/12	News at 6p		6-630p	MTW-----	:30		(\$225.00)	0.00	NM		
	See MG 17.4,17.5													
	2	WKMG	09/10/12-09/16/12	News at 6p		6-630p	MTW-----	:30		(\$225.00)	0.00	NM		
	See MG 17.4,17.5													
	3	WKMG	09/10/12-09/16/12	News at 6p		6-630p	MTW-----	:30		(\$225.00)	0.00	NM		
	See MG 17.4,17.5													
	4	WKMG	09/10/12-09/12/12	News at 5p		5-530p	MTW-----	:30		\$500.00	0.00	NM		
	Ⓜ MG for 17.2,17.3,17.1													
	5	WKMG	09/10/12-09/12/12	430-5p Inside Edition		430-5P	MTW-----	:30		\$175.00	0.00	NM		
	Ⓜ MG for 17.2,17.3,17.1													
N 18	WKMG	09/10/12	09/12/12	M-F 11p News M-F 11p News	CM	11-1135p	-TW----	:30	2	\$600.00	LUR	0.00 NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/10/12	09/16/12	-TW----	2			\$600.00	0.00					
													Totals	22 \$17,135.00